

15 January 2000

CIVIL AIR PATROL SENIOR MEMBER TRAINING PROGRAM
SPECIALTY TRACK STUDY GUIDE
PUBLIC AFFAIRS OFFICER

Foreword

In order for Civil Air Patrol, or any nonprofit organization, to survive and grow, it must rely on the good will and understanding of the public. The public affairs program includes those activities designed to tell the CAP story to both the public and CAP members, as well as how CAP fits into the local community. Public affairs could very well be explained as covering tomorrow's history today. While every CAP member is charged with responsibility as a public affairs representative, appointed public affairs officers carry the additional responsibility of official spokesperson for the unit and commander.

The *Public Affairs Officer Specialty Track Study Guide* is for individuals to use in progressing from the entry level of technician to the intermediate level of senior and the highest rating of master. The technician level provides the individual with basic information to use in performing duty as a public affairs officer at unit level. The senior level prepares the public affairs officer to serve as a functional public affairs officer and also in an expanded role as an advisor to the commander. The master level provides for a person to advance to the highest level by gaining extensive knowledge of all phases of the public affairs program. The public affairs officer will then be qualified to serve in any capacity within the public affairs program throughout Civil Air Patrol.

PUBLIC AFFAIRS TRAINING GUIDE

TECHNICIAN RATING

Preface: The "Technician" rating is the entry level of the Civil Air Patrol public affairs and marketing program. It is designed to encourage, promote, and instruct the basic professional skills necessary to implement a beginning program of (1) community relations, (2) media relations, and (3) internal information activities.

1. OBJECTIVES: To develop a basic knowledge of public relations and marketing skills as it relates to the national public affairs program and the units at large, under the guidance available through HQ CAP/PA. Provide a means by which the public affairs officer gains professional skills necessary to promote Civil Air Patrol, the United States Air Force Auxiliary.

2. TRAINING OBJECTIVES:

a. Read and become familiar with CAPM 190-1, CAP Public Affairs Program, CAPM 50-1, Introduction to CAP, and CAPR 50-17, CAP Senior Member Training Program.

b. Attain a basic understanding of CAP history, its current missions, unit history, and membership requirements.

c. Become familiar with the fundamentals of public relations, journalism, and photography.

d. Become familiar with the proper procedures to initiate media and other organizational contacts.

e. Learn the fundamentals of producing a news release for your local media and *Civil Air Patrol News*.

f. Become familiar with the required reporting system as it pertains to wing public affairs policies and the requirements set forth by NHQ CAP/PA.

3. PERFORMANCE REQUIREMENTS:

a. Complete 12-month internship _____ (INCLUSIVE DATES)

b. Attend a minimum of one (1) public affairs workshop/seminar.

(DATE) (LOCATION)

c. Demonstrate and document ability to perform public relations tasks. (Please note date in provided space.)

1) _____ Participate in at least one (1) planning session with unit commander and/or command staff.

2) _____ Establish and maintain a list of local media contacts.

3) _____ Submit two (2) news releases to *Civil Air Patrol News* (one without a photo, one with photo).

4) _____ Submit a minimum of four (4) (1 per quarter) releases to local media.

5) _____ Give a presentation on CAP to a non-CAP group or organization.

6) _____ Promote internal public relations awareness through the creation of a quarterly newsletter, bulletin or memo.

7) _____ Complete and submit PAO unit activity reports in accordance with wing policy.

d. _____ Complete ECI *CAP Public Affairs Officer* correspondence course.

CERTIFICATION:

I do hereby certify that _____
(RANK, NAME)

has successfully completed the requirements and documentation to be awarded the Public Affairs Officer "Technician" rating.*

(UNIT COMMANDER) (DATE)

Affixing the unit commander's signature signifies that the candidate is eligible to wear the public affairs badge (pin) in accordance with CAPM 39-1, *CAP Uniform Manual*. A copy of the certification should be sent to the wing public affairs officer.

*The senior program officer should document this training on CAPF 45b, *Senior Member Training Record*, and update the unit *Senior Training Report*.

PUBLIC AFFAIRS TRAINING GUIDE

SENIOR RATING

Preface: The “Senior” rating is the intermediate progressive level of the Civil Air Patrol public affairs and marketing program. This level is designed to build on the skills previously learned and to continue to expand personal and quality performance as they relate to Civil Air Patrol’s (1) community relations, (2) media relations (3) internal relations, and (4) as a liaison with other organizations and agencies in order enhance and promote Civil Air Patrol’s designated missions.

1. OBJECTIVES: To enhance and expand the professional skills of the Civil Air Patrol public affairs officer in order to communicate clearly with confidence regarding the multi-faceted programs within CAP. To act as primary advisor to the unit commander on public relations matters. Develop, manage, and implement a public relations and marketing program that promotes Civil Air Patrol missions, goals, its members, and its influential partnership within our communities through the guidance available from NHQ CAP/PA.

2. TRAINING OBJECTIVES:

a. Obtain working knowledge of the vital role Civil Air Patrol plays in support of our community youth, emergency services, and as a leader in aerospace education as its three primary missions for America.

b. Obtain advanced knowledge and professional public relations and marketing skills through internal and external specialized classes in order to understand and promote Civil Air Patrol’s relationships with other organizations and general public.

c. Become an instrumental advisor to the unit commander in planning special events; including recruiting, open house, fundraisers, and other related public events.

d. Learn advanced public relations skills through participation in emergency services classes and events including the responsibilities of the additional CAP information officer (IO) mission positions.

e. Become proficient in the use of audio and visual aids to enhance presentations to multiple audiences including radio, TV, and physical audiences.

3. PERFORMANCE REQUIREMENTS:

a. Complete 24-months internship _____.
(INCLUSIVE DATES)

b. Attend a minimum of two (2) public affairs workshops/seminars.

(DATE)

(LOCATION/EVENT)

(DATE)

(LOCATION/EVENT)

c. Demonstrate and document ability to perform public relations and marketing tasks. (Please note date/information in space provided.)

1) _____ Participate in at least two (2) planning sessions with unit commander and/or command staff.

2) Submit four (4) news releases (two with photo, two without) to *Civil Air Patrol News*.

(DATE)

(SUBJECT)

(DATE)

(SUBJECT)

(DATE)

(SUBJECT)

(DATE)

(SUBJECT)

- 3) Submit four (4) news releases to non-CAP media (print or broadcast).

_____	_____
(DATE)	(SUBJECT)
_____	_____
(DATE)	(SUBJECT)
_____	_____
(DATE)	(SUBJECT)
_____	_____
(DATE)	(SUBJECT)

- 4) Give a minimum of two (2) Civil Air Patrol presentations to non-CAP groups or organizations.

_____	_____
(DATE)	(ORGANIZATION)
_____	_____
(DATE)	(ORGANIZATION)

- 5) _____ Complete general emergency services training.
- 6) _____ Perform as trainee or primary mission IO for two (2) SAR missions (training or actual).
- 7) Arrange and assist in the coordination and implementation of one (1) open house or other Civil Air Patrol special event.

_____	_____
(DATE)	(EVENT)

- 8) _____ Give a minimum of one (1) public affairs seminar/workshop for your unit.

- 9) Complete and submit a minimum of (6) PAO unit activity reports in accordance with established wing policy.

CERTIFICATION:

I do hereby certify that _____
 (RANK, NAME)

has successfully completed the requirements and documentation to be awarded the Public Affairs Officer "Senior" rating.*

 (UNIT COMMANDER) (DATE)

Affixing the unit commander's signature signifies that the candidate is eligible to wear the public affairs badge (pin) with the star in accordance with CAPM 39-1, *CAP Uniform Manual*. A copy of the certification should be sent to the wing public affairs officer.

*The senior program officer should document this training on CAPF 45b, *Senior Member Training Record*, and update the unit *Senior Training Report*.

PUBLIC AFFAIRS TRAINING GUIDE

MASTER RATING

Preface: The “Master” rating is the highest level of achievement for the Civil Air Patrol public affairs officer. This level is the culmination of the professional skills learned and demonstrated to maximize Civil Air Patrol’s public relations strategies as they relate to (1) community relations, (2) media relations (3) internal relations, and (4) as a liaison with other organizations and agencies in order to enhance and promote Civil Air Patrol’s designated missions.

1. OBJECTIVES: To promote Civil Air Patrol, its missions, objectives and personnel in a professional manner as it relates to and under the guidance of NHQ CAP/PA. To act as primary consultant to the unit/group/wing/region commander on Civil Air Patrol public affairs and marketing matters. Be able to develop, manage, and implement a solid program for the unit. Become a leader and mentor for other members within Civil Air Patrol, by demonstrating knowledge, professionalism, and performance.

2. TRAINING OBJECTIVE:

- a. Attend at least one (1) region and wing conference.
- b. Obtain advanced skills in public relations and marketing responsibilities as they relate to promoting Civil Air Patrol and its missions.
- c. Be able to interpret Civil Air Patrol policies, procedures, and regulations in order to apply them to any situation that might arise.
- d. Be able to analyze environmental trends as it relates to Civil Air Patrol and advise the commander as to appropriate public relations action.
- e. Obtain advanced skills in performing and dealing with diverse emergency services missions.
- f. Demonstrate proficiency in instructing others in public relations/marketing strategies by conducting workshops, seminars, or other related training/actual events.
- g. To act as a mentor/instructor for other members to enhance their understanding of public relations and how it builds a positive CAP image and relationships within the communities and the nation.

3. PERFORMANCE REQUIREMENTS:

- a. Complete a twenty-four (24) month internship. _____
(INCLUSIVE DATES NON-CUMULATIVE)
- b. Demonstrate and document abilities to perform public relations tasks:
 - 1) Participate in a minimum of two (2) public affairs planning sessions with the unit commander and/or command staff (non-cumulative).
 _____ (DATE) _____ (DATE)
 - 2) Plan and conduct a minimum of three (3) public awareness events (i.e., open house, TV appearance, fair, exhibition).
 _____ (DATE) _____ (TYPE OF EVENT)
 _____ (DATE) _____ (TYPE OF EVENT)
 _____ (DATE) _____ (TYPE OF EVENT)
 - 3) Act as “primary” mission information officer for two (2) emergency services activities (actual, training, or evaluation).
 _____ (DATE) _____ (DATE)
 - 4) Plan and conduct a minimum of two (2) public affairs workshops, seminars, or conferences.
 _____ (DATE) _____ (DATE)
 - 5) Produce and distribute quarterly public affairs memos/bulletins or newsletters.

- 6) Establish and maintain a list of local (for unit), or area (group), or selected (wing) media contacts.
- 7) Complete continuing education requirements for mission information officer.
- 8) Complete an authorized *Emergency Services Incident Command System Public Affairs Training Course* offered by the state (Department of Emergency Services, State Police, etc.) or a federal agency (Federal Emergency Management Agency).

_____ (DATE) _____ (TYPE OF EVENT)

- 9) Localize a nationally produced news article for release to local media.

_____ (DATE) _____ (SUBJECT) _____ (MEDIA)

- 10) Complete and submit a minimum of six (6) quarterly public affairs activity reports reflecting the unit/group/wing overall public relations activities for the preceding 24 month period.

CERTIFICATION:

I do hereby certify that _____
 (RANK, NAME)

has successfully completed the requirements and documentation to be awarded the Public Affairs Officer "Master" rating.*

_____ (UNIT COMMANDER) _____ (DATE)

Affixing the unit commander's signature signifies that the candidate is eligible to wear the public affairs badge (pin) with the star and laurel wreath in accordance with CAPM 39-1, *CAP Uniform Manual*. A copy of the certification should be sent to the wing public affairs officer.

*The senior program officer should document this training on CAPF 45b, *Senior Member Training Record*, and update the unit *Senior Training Report*.